

Toblerone taps on digital in-store engagement strategies to attract Dubai Duty Free customers



Mondelez World Travel Retail is providing more excitement to travellers by introducing augmented reality games and holographic displays in the brand's store space at Dubai Duty Free



Toblerone now has a new holographic display that highlights the different Toblerone Tiny flavours and depicts their journey from Switzerland to Dubai

Mondelez World Travel Retail (WTR) has introduced augmented reality and holographic features in a

bid to attract customers to their new permanent Toblerone store space at Dubai Duty Free in Dubai International Airport.

Toblerone's installation includes two augmented reality games – one game gets customers to build Dubai's skyline using the iconic Toblerone 360g bar while another gets customers to use a Toblerone Tiny bag to catch as many virtual Tiny's they can within a fixed time. Video footage of the game and player's score will then be shared on the leaderboard and social media for further engagement.

On the adjacent wall, WTR has installed a holographic display that highlights the different Toblerone Tiny flavours and depicts their journey from Switzerland, the home to Toblerone, all the way to Dubai.

Commenting on the new digital features, Jaya Singh, Managing Director at Mondelez WTR said: "Digital is ingrained in Mondelez World Travel Retail's vision as part of our commitment to driving category growth by delighting all travelers - including Next-Gen travelers, who are highly connected and always on the lookout for unique experiences."

"Introducing our new hologram display in Dubai International Airport for the first time highlights not only our long-term commitment to digital innovation, but also to Dubai Duty Free as our valued partner."

"At Dubai Duty Free, we aim to provide our travelers with a world-class shopping environment and this latest digital innovation from Mondelez World Travel Retail is a fine example of how brands can contribute to the creation of our desired consumer experience," said Saba Tahir, SVP Purchasing at Dubai Duty Free.

As reported previously, [Mondelez WTR has embraced digital technologies](#) to keep their iconic brands relevant and in-tune with shopper needs. The company's digital strategy is based on three pillars of in-store digital engagement, online communications and e-commerce, and covers all aspects of the company's Delighting Travelers Category Vision for travel retail.

Mondelez WTR, a member of the Mondelēz International family, is a travel retail confectionery manufacturer. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d'Or, Mirabell, Marabou, Freia, Chips Ahoy!, Trident, Stimorol and Bassett's.